

Message Text

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ACTION ARA-10

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R 012018Z SEP 76
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 4599

UNCLAS CARACAS 10543

E.O. 11652: BENC, BEXP, VE
SUBJECT: CCP CAMPAIGN 11
REF.: STATE 195123

1. AFTER REANALYZING THE COST/BENEFIT FACTORS INVOLVED IN IMPLEMENTING ACTION 2, THE POST NOW RECOMMENDS DROPPING THIS ACTIVITY, E.G., THE PRESENTATION OF A CONSTRUCTION REFERENCE LIBRARY TO THE CHAMBER OF CONTRACTORS. A MORE LIMITED APPROACH IS SUGGESTED.

2. THE CHAMBER, WHILE MILDLY INTERESTED IN PROVIDING SPACE AND PROMOTION FOR A CONSTRUCTION EQUIPMENT REFERENCE LIBRARY, REALLY WOULD NOT SERVE AS A USEFUL REPOSITORY FOR PRODUCT LITERATURE SUPPLIED BY CONSTRUQUIPOS EXHIBITORS. THE CHAMBER DOES PRODUCE MOST OF THE STANDARD SERVICES OF A TRADE ASSOCIATION. ONE IT DOES NOT PROVIDE IS A REFERENCE LIBRARY. THE CHAMBER IS NOT OFTEN CASUALLY VISITED BY EXECUTIVES OF MEMBER CONTRACTING FIRMS, EVEN LESS BY LOWER LEVEL EXECUTIVES INVOLVED IN PURCHASING. ITS SMALL LIBRARY IS OBVIOUSLY UNUSED AND NOT STAFFED TO FUNCTION AS A WORKING REFERENCE LIBRARY. CONSIDERING THE LIMITED POTENTIAL UTILIZATION, THE COST TO USDOC AND EXHIBITORS IN THE U.S. OF FURNISHING THE REFERENCE MATERIALS, AND THE LIMITED REPRESENTATION FUNDS AVAILABLE TO THE POST, WE RECOMMEND DROPPING THIS ACTIVITY. HAD IT BEEN PLANNED FOR IMPLEMENTATION DURING OR SHORTLY AFTER CONSTRUQUIPOS, USING CATALOGS/LITERATURE BROUGHT IN FOR THE EXHIBITION, WE WOULD BE MORE POSITIVE.

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4. ALTERNATE REPOSITORIES WERE CONSIDERED. THE COLEGIO

DE INGENIEROS IS NOT INTERESTED. THE EMBASSY COMMERCIAL
LIBRARY IS HEAVILY USED AND WOULD BENEFIT FROM THE
ACQUISITION OF THESE MATERIALS. WE COULD, FOR INSTANCE,
SEND A FOLLOW-UP LETTER TO THE 500 KEY PROSPECTS FOR
CONSTRUQUIPOS AND PLACE A NOTICE IN OUR COMMERCIAL
NEWSLETTER. PLEASE ADVISE IF YOU CONCUR WITH THIS
MORE LIMITED APPROACH.
VAKY

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